



# NEWS RELEASE

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## **USDA Conducting 2014 Census of Horticulture**

**WASHINGTON, Dec. 10, 2014** – The U.S. Department of Agriculture’s National Agricultural Statistics Service (NASS) is conducting the 2014 Census of Horticultural Specialties to provide a comprehensive picture of the horticultural sector of the U.S. economy. It is the only source of detailed production and sales data for the U.S. floriculture, nursery and specialty crop industries, including greenhouse food crops.

“The recent Census of Agriculture quantified the value of nursery and floriculture products alone at more than \$14.5 billion in 2012, showing just how important this part of U.S. agriculture is,” said NASS Administrator Joseph T. Reilly. “Additional information supplied in the 2014 Census of Horticulture will be used to help develop new technologies and programs to support sustainability and growth within this agriculture sector.”

In mid-December, NASS will mail the census to approximately 40,000 horticultural operations in the United States that grew and sold \$10,000 or more of horticultural specialty products, as reported in the 2012 Census of Agriculture. Producers are asked to provide information on horticultural activities conducted during 2014, including production of horticultural crops, value of products, square footage used for growing crops, production expenses and more. Growers can complete the census securely online at [www.agcensus.usda.gov](http://www.agcensus.usda.gov), or return their questionnaire by mail by February 5, 2015.

“The opportunity to respond to the Census of Horticulture only comes along once every five years,” said Reilly. “Participation is important because it’s a unique opportunity to help improve production methods, marketing tactics and other industry developments over the next several years.”

Federal law (Title 7, U.S. Code) requires all producers who receive a form to respond and requires NASS to keep all individual information confidential. NASS will publish the results in December 2015. For more information about the Census of Horticulture, visit [www.agcensus.usda.gov](http://www.agcensus.usda.gov).

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*NASS is the federal statistical agency responsible for producing official data about U.S. agriculture and is committed to providing timely, accurate, and useful statistics in service to U.S. agriculture. We invite you to provide occasional feedback on our products and services. Sign up at [http://bit.ly/NASS\\_Subscriptions](http://bit.ly/NASS_Subscriptions) and look for “NASS Data User Community.”*

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